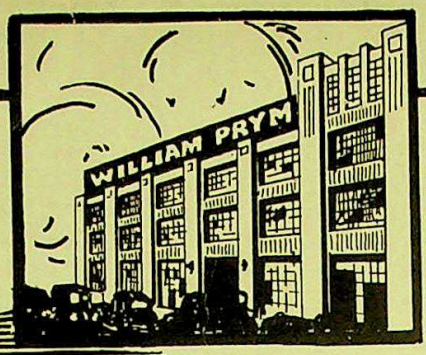
XD2-422

Swagger Links

RETURN TO DESIGN DIV

Clever Novelties! They're a pair of smart linked buttons that go great on jackets, collars and cuffs. And girls of all ages are going for them. Schwanda is showing them in the popular button styles, in the smart colorings, in galalith and metal and in both collar models and cuff models. You ought to be showing them. But first, let us show them to you. B. Schwanda & Sons, 79 Madison Ave., New York City.

RETURN TO DESIGN DIV.



SONOMOR SNAPS

for

MILADY'S GOWNS and WRAPS

MADE BY THE MAKERS OF SONOMOR PRODUCTS

MADE IN USA

RETURN TO DESIGN DIV.

Drawn especially for W.P.A. A. Roman

The Sonomor Snap Fastener is a rust proof Fastener—truly!—because of its bronze spring! Sonomor Snap Fasteners are the ORIGINAL Rust-Proof Fastener . . . Bronze-spring equipped since 1902!

Rightly Priced for Jobbers • The Proven Standard of the Notion World • Sold 1 Dozen on a Card 3 Dozen on a Card and in BULK

LARGE CONSUMERS SOLD THROUGH DEALERS ONLY

LONG ISLAND CITY N. Y.

WILLIAM PRYM OF AMERICA, INC

A STRICT DEALER POLICY

223 W. JACKSON BLVD. CHICAGO, ILL.

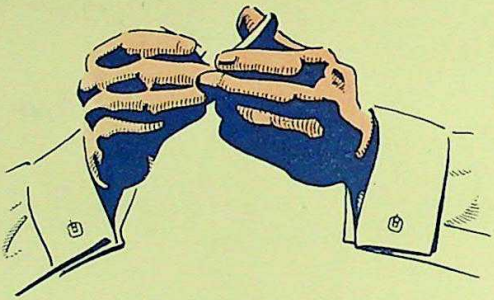
RETURN TO DESIGN DIV.

French Cuffs

ARE BACK!

XD 2/422

PATENT OFFICE
JAN 14 1937
DESIGN DIV.



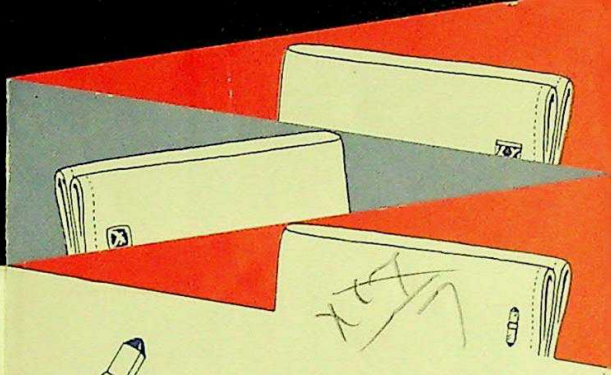
Of course a lot of well-groomed men never gave them up. But to the younger men the return of French cuffs is an interesting and welcome revival.

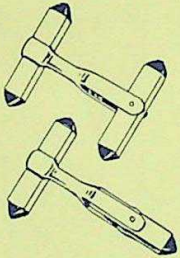
Every man who buys the new French Cuff shirts is sure to need cuff links; for French cuffs mean cuff links — and cuff links mean SWANK!

Swank offers many different types of buttons, correctly interpreting every modern style trend, designed for every taste.

Swank

Jewelry Accessories for Men



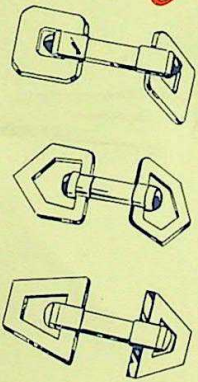


Swank
AIRWAY LINKS

There's real personal satisfaction in wearing cuff links like these — they're smart — they're modern — and so easy to insert and to remove from cuffs.

$1.00 to $5.00

French Cuffs are Back



Swank
BIT LINKS

A man's cuffs have a way of getting into the lime-light many times a day and at such revealing moments his cuff links receive critical attention. These Bit Links, smart in themselves, add that well-groomed appearance to French cuffs.

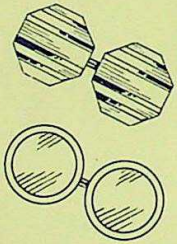
$1.00 to $5.00

Swank
SEMI-BIT LINKS

These new Swank links for French Cuffs combine the utility of the easily-inserted Bit with the approved correctness of the conventional link. There's a choice of shapes and the stone-set ends may be matched with shirt colors.

$1.00

French Cuffs are Back



Swank
CHAIN LINKS

You'll find Swank Chain links peeping from the cuffs of men who prefer jewelry accessories of a more conservative character. Simple in design — but ever in the best of taste.

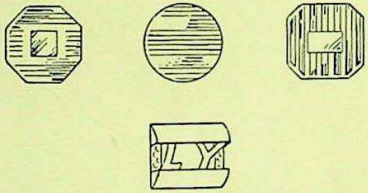
$1.00 to $5.00

KUM-A-PARTS
THE ORIGINAL SEPARABLE BUTTON
for
FRENCH CUFFS

French Cuffs are Back

The reliable click-open, snap-shut action has endeared these convenient cuff buttons to millions of men. Today, in smartly-modern designs, KUM-A-PARTS march to new heights of popularity with the revival of French Cuffs for which they were originally designed.

$1.00 to $5.00
In precious metals up to $35.00



The Personalized
KUM-A-PART
WITH THE WEARER'S OWN INITIALS

Swank

Jewelry Accessories for Men

PATENT OFFICE
JAN 14 1937
DESIGN DIV

XD 2/422

XD 2/422

WEAR SWANK BIRTHSTONES

...AND START LUCK YOUR WAY

Your Stone of the Month

*

1. *January* **GARNET**
2. *February* **AMETHYST**
3. *March* **AQUAMARINE**
4. *April* **CRYSTAL**
5. *May* **EMERALD**
6. *June* **MOONSTONE**
7. *July* **RUBY**
8. *August* **PERIDOT**
9. *September* **SAPPHIRE**
10. *October* **OPAL**
11. *November* **TOPAZ**
12. *December* **ZIRCON**

IN

ELBO CUFF LINKS

AND

TIE CLASPS

Rec'd 5-3-38

* REG. U. S. PAT. OFF.

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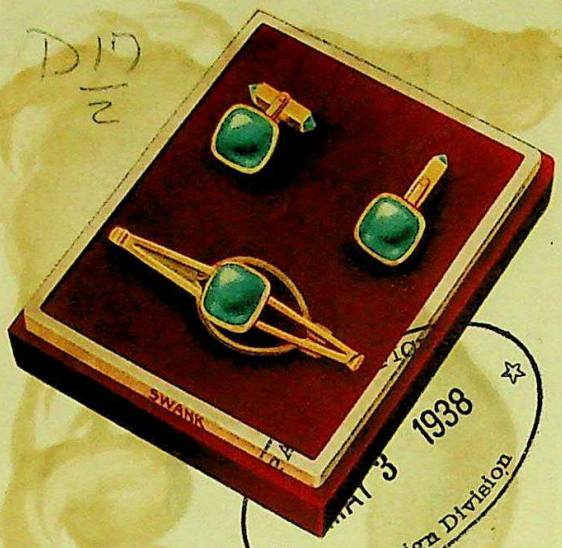

APR 3 1938
Design Division

Since ancient days, it has been considered lucky to wear one's own Birthstone in jewelry. SWANK has brought this quaint tradition up to date with *Elbo-Links and Tie Clasps bearing clever reproductions of the natural gems which represent the various months of the year. Each reproduction is in the true, rich, natural colors of the stones themselves. You should wear your Birthstone ...because it is smart...quite aside from the legend of luck. The *Elbo-Links hold the cuffs trimly and have Airway Action for easy insertion in the cuffs. Links are $1.50 a pair, tie clasp $1. Mail orders promptly filled.

*Reg. U.S. Pat. Off.

SWANK PRODUCTS, INC.
Attleboro, Mass.

PRINTED IN U.S.A.

~~XD 17/7~~ XD2-422

Page 62

New York Times
Magazine Section 6
Dec. 7, 1947

New York Times, Magazine S
Dec. 7, 1947, page 62
XD17/7

XD2-405

GOLD RUSH"
ater profits with
on is now on!

•

w stylings and designs
xclusive "Kuff Loops"
plus Anson's superb
manufacture are now
p by much greater
ONAL
RTISING . . .
campaign for Grad-
d Father's Day will
dominant space in
— ESQUIRE
other national mag-

•

Loops" (shown) completely
. Only Anson "Kuff Loops"
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•

'Gold Rush"! Request
esaler to show you the
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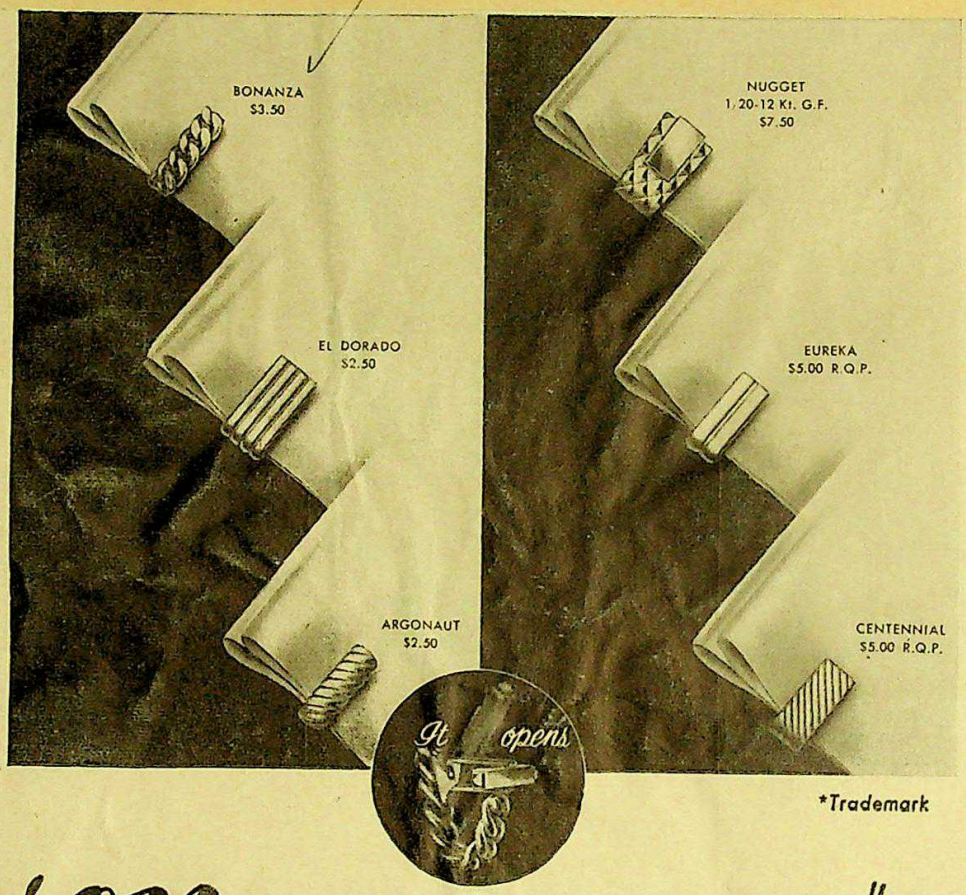

*Trademark

Anson "KUFF LOOP"*

More and More Men Choose Anson.

1949

RETURN TO
DESIGN DIV.

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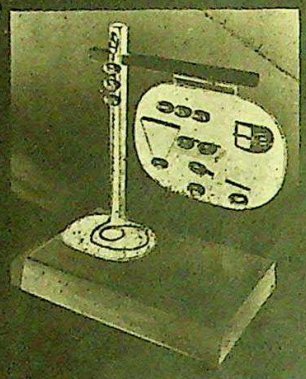
DESIGN DIV.

XD2-427
8-1949 P. 305
RETURN TO DESIGN DIV.
PATENT OFFICE
AUG 9 1949
DESIGN DIVISION

AT LAST! No Fuss! No Fumbling!

Extension Tie Clasp $2.50

HADLEY'S NEW! "INSTANT INITIAL" MEN'S JEWELRY



FREE! HANDSOME RED PLUSH AND BLOND WOOD STAND FOR YOUR COUNTER

Tie Clasp $2.50

Sword Tie Clasp $2.50

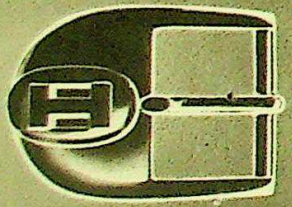
Cravat Chain $2.50

Cuff Links $3.00

HERE'S A NEW LINE of men's initial jewelry, boldly styled and boldly executed to make it easier and simpler for you!

Click! Initials snap on with a positive action—and they *stay* on. Due to the special styling of the initials and the frame together, they overcome all the objections to ordinary small initials that are difficult to handle. Gleaming! Impeccably modern design! This new Hadley Men's Initial Jewelry is a most attractive offering at a most attractive price. A generous assortment of initials with each dozen items. Order and feature them while they're *new!*

Mats for your advertising furnished free upon request.
The HADLEY Company, Providence, Rhode Island



Belt Buckle $2.50

Key Chain $3.50

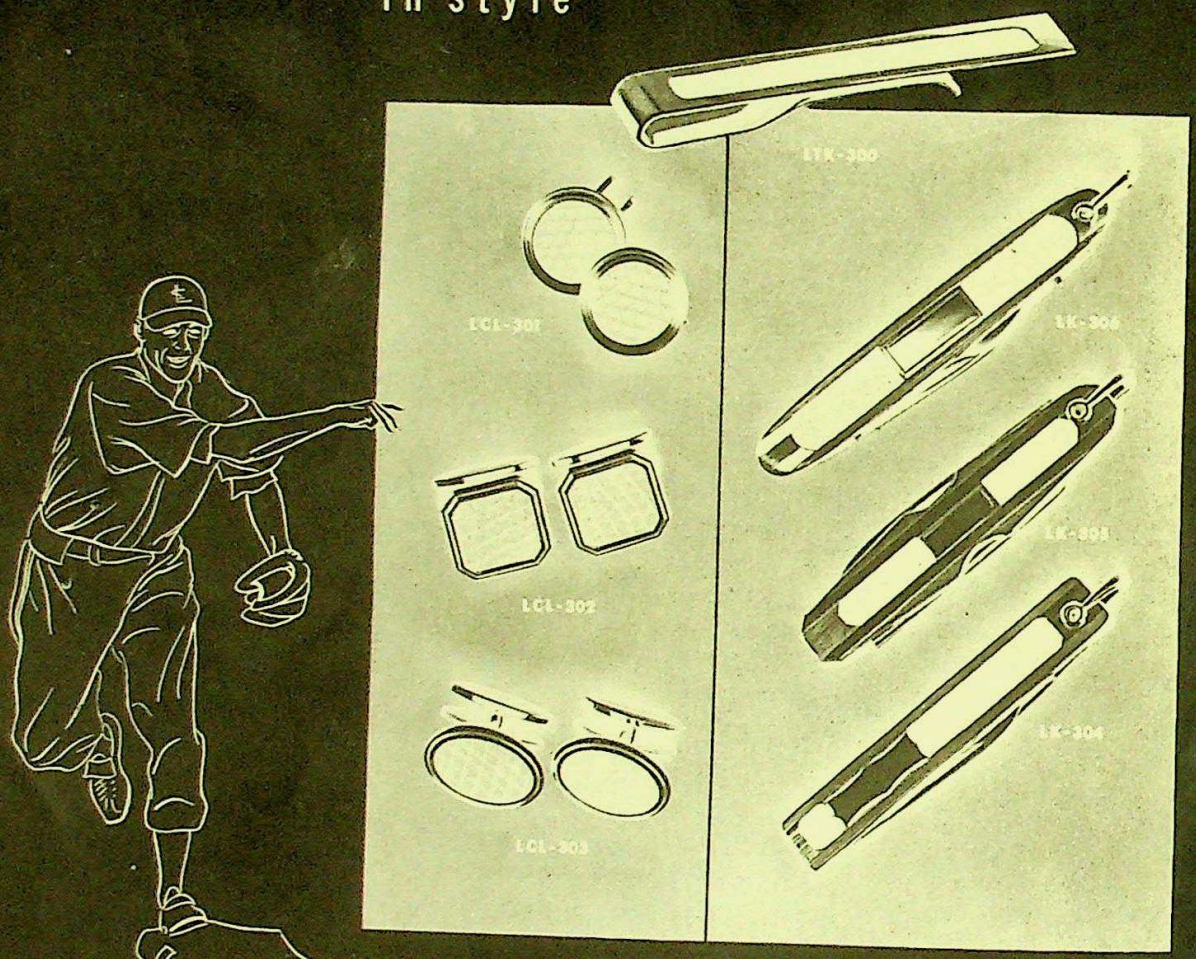
RETURN TO DESIGN DIV.
PATENT OFFICE

17/10-XD XD 2/428 Sept 49

Jewelers' Circular-Keystone, Sept., 1949-page 6

Smart Double Plays

in style



NEW SIMMONS ACCESSORIES

Here are accessories that mean fast action . . . sure sales . . . *repeat business.* Strikingly new and different, these Simmons tie clips, knives and cuff links, are a smart combination of Simmons Quality Gold Filled and red or tan genuine Oriental Lizard. They can't miss. They'll move fast. Stock a plentiful supply.

R F Simmons

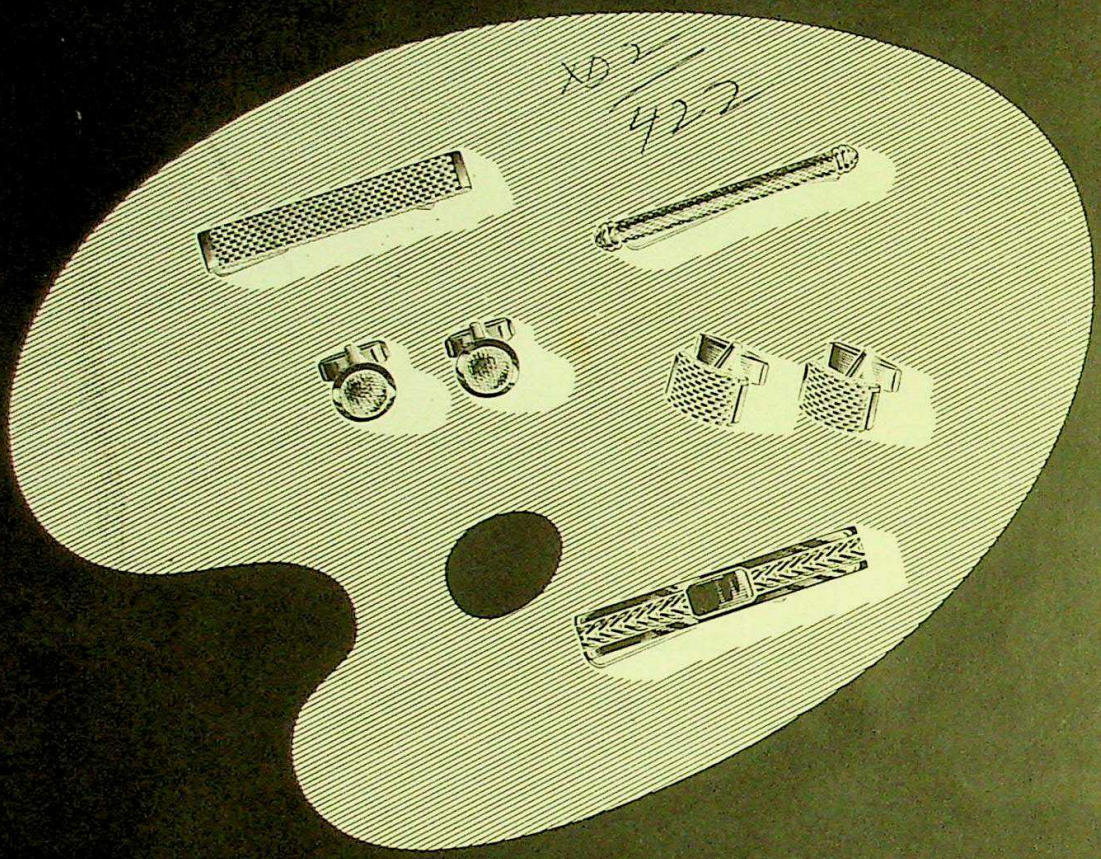
COMPANY, ATTLEBORO, MASS.

MAKERS OF SIMMONS CHAINS • SOLD THROUGH AUTHORIZED WHOLESALE JEWELRY DISTRIBUTORS

For Gentlemen who want the FINEST

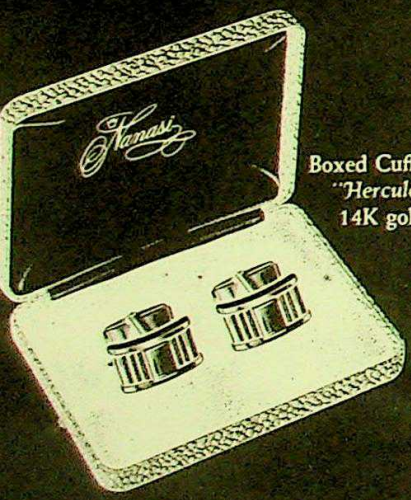
PATENT OFFIC
OCT 25 194
DESIGN DIVISIO

No. 422



MT 14—Tie Holder (*top left*). *MT 22*—Tie Holder (*top right*). *ML 19*—Cuff Links (*left*). *ML 1*—Cuff Links (*right*). *MT 24*—Tie Holder (*bottom*).

Items shown 1/20—12K gold filled, attractively gift-boxed



Boxed Cuff Links
"Hercules"
14K gold

Nanasi COMPANY INC.

JEWELRY CRAFTSMEN OF DISTINCTION

ld through wholesalers only

6219 MADISON STREET, WEST NEW YORK, N.J.

JEWELR

10-1949

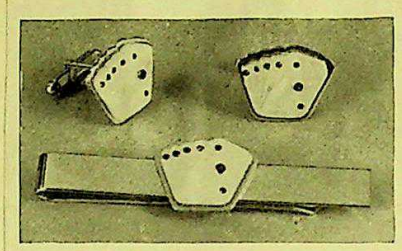
Mens Reporter News Weekly P. 18

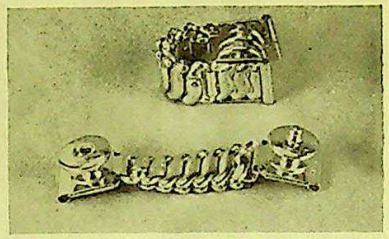
3-6-50

~~XD2-407~~

XD2-431

Mens Reporter News Weekly
3-6-1950
P. 18





Oxford Scores A Grand Slam With Novelty Link Sets

Card addicts are bound to go over big for Oxford Jewelry's newest tie bar and link set called the Canasta group, above. The simulated stones are set on imitation pearl backs. The links on the right are designed along an expanding principle and match expanding watch straps.

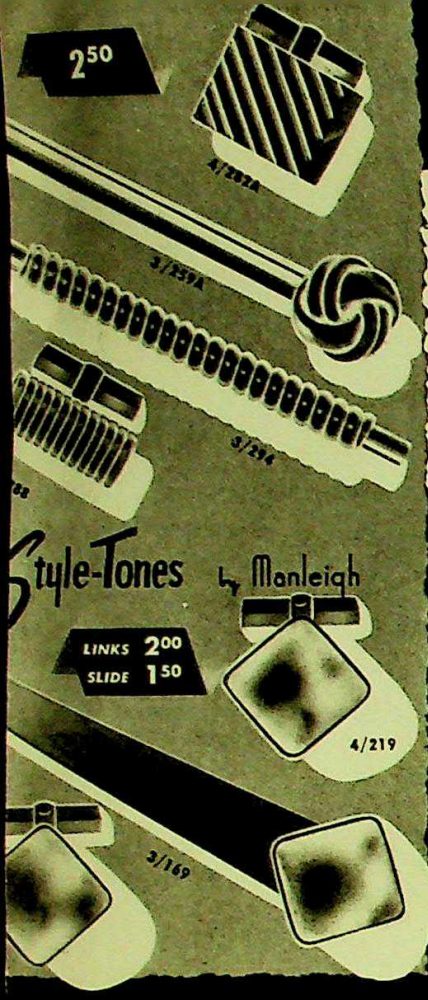
RETURN TO
DESIGN DIV.

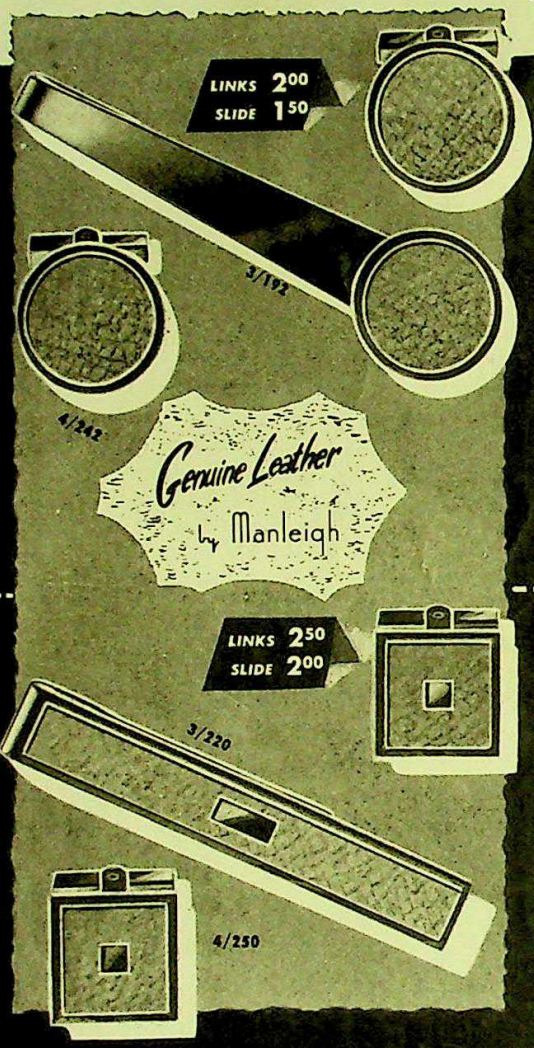
NATIONALLY ADVERTISED IN **Esquire** THE MAGAZINE FOR MEN

Apparel Arts page 25

XD2/428

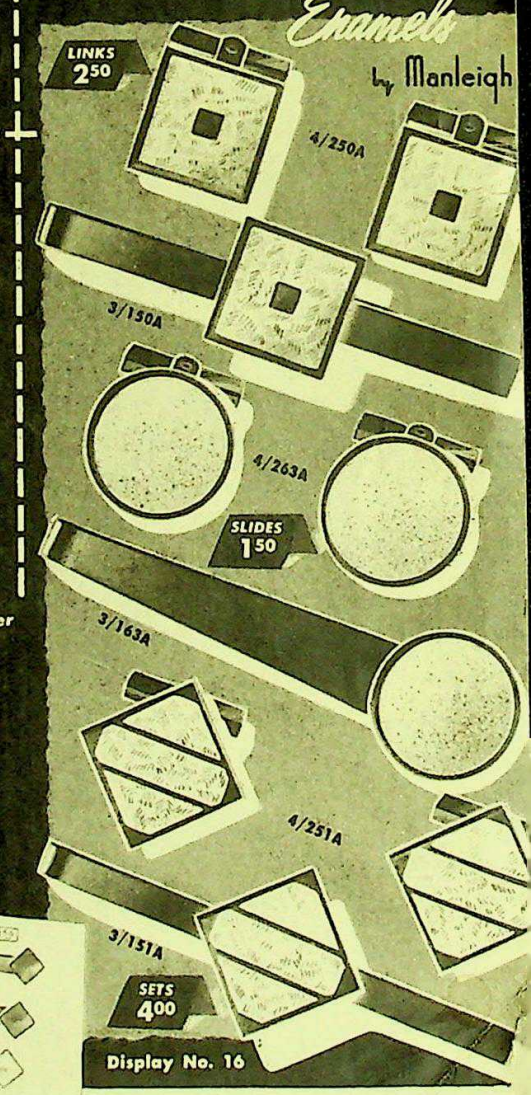
Increase GIFT SALES with ORIGINALS by Manleigh





Distinguished styling and sma promotions make your selling ea

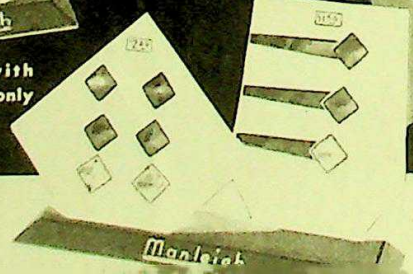
Manleigh Jewelry Necessities are fashioned to tract customers, to turn casual "window shoppin into sales. The styling, the rich finish, and handson packaging makes the entire line strong in g appeal for every occasion.



Display No. 15

Have your wholesaler show you the complete line

Displays are FREE with each dozen . . . you pay only for the jewelry on them.



Vol. 25

April, 1950

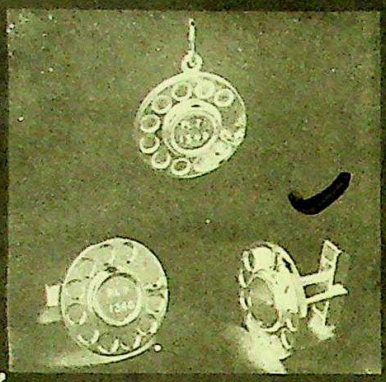
XD2-422

The New Yorker
May 13, 1950
page 98

merchandise in the market

XDL-422

costume jewelry



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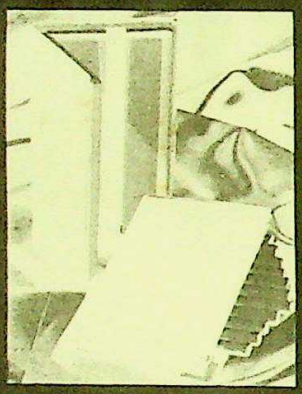
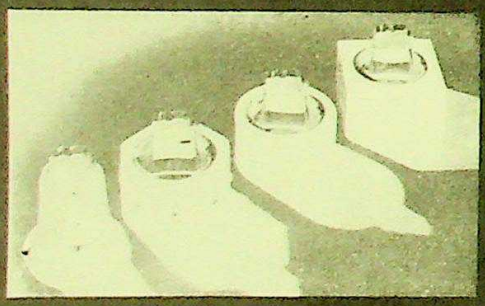


3.

leather



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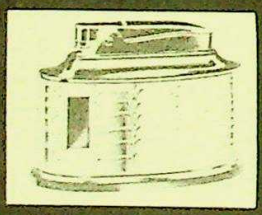

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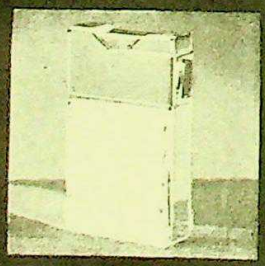


6.

1. The "Party Line" series that comes with a wonderful new gimmick — the phone number inscribed on the charm or cuff links in the dial motif—is sure to be a good number. In sterling, the charms retail at $2.50, the cuff links, $7.95. They are all available in gold finish or 14k gold. Otto Grun, Inc., New York City.

2. An abrupt departure from their policy of making gold-filled is the new fashion line of plated jewelry, the introduction of which came in answer to jeweler demand. Baguettes, in a choice of colors, are used in the precious tradition to trim the lavalier-type center of the snake necklace. It lies at the most flattering point—the base of the throat. With matched pin, earrings, bracelet, the necklace (in white or yellow finish) is priced to retail for $9. Louis Stern Co.

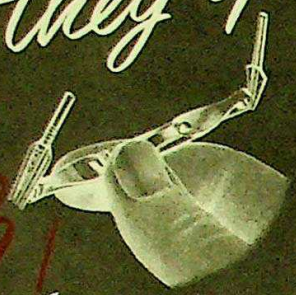
3. Fashion impact for fall will be primarily on color, so that the enterprising jeweler will be thinking not only in terms of colored stones but of colored leather. The midnight blue matched men's and ladies' billfold (available in a choice of color and fabrics—pinseal, crocodile, pigskin and lined with leather) look custom tailored with their insistence on smooth detail and the finish of the gold-plated, sterling trim. The ladies' case wholesales for $9.55., the men's $10.85. Imported by the New York office of Finnigan's of Bond Street, New York City.

4. A choice of complementary colors, including red, green, turf tan or maroon; the desirability of pointing up hand-tooled trims; the felted base that prevents table scratching; a choice of shapes that are appropriate to the most modern decor or the more traditional all invite retailer interest. All of the lighters are by A.S.R., wholesale for $6.25 each, and are distributed exclusively by Barbros, Ltd., New York City.

5. Anticipatory of the importance of leather desk accessories is the "Senator," the alligator (or pig-skin) covered table lighter, shaped in the easy-to-handle modern design. Added selling point is that the retail price is $12.50—and tax free. Ronson, Newark, N. J.

6. The alligator - cased ladies' pocket lighter, called the "Socialite," retails for $8.75. It is by Elgin-American, Elgin, Ill.

See-they open



FAMOUS *Anson* GRIP CLIPS!

Millions are wearing them and today's demand is greater than ever. "They Open" means Anson . . . and an exclusive feature developed and patented by Anson. "They Open" means they open to admit tie for easy use and also for protection, as they will not tear or injure the finest ties. "They Open" means MORE SALES and PROFIT for you.

SHOWN HERE: some of the latest Grip-Clip designs for Fall and Christmas which will be introduced with an entirely new idea in packaging that is really sensational . . . ask your Anson wholesale distributor.

RETAIL $2.00 up (plus tax)

And now . . .

Town

BRIEF-CLIP

. . . an entirely new (patent pending) idea in currency holders. In fact, we believe you yourself will be your first customer!

Please see reasons above. IT OPENS . . . (an exclusively Anson idea) . . . then the metal arms snap shut firmly holding bills. In using the Brief-Clip, you can *SAFELY* select and withdraw any bill in the Brief-Clip without disordering or dropping other bills.

Its appearance is slim and aristocratic and sets compactly into the pocket. It comes in genuine pigskin, morocco, and cowhide, and is ornamented with personal initials (see illustrations) or choice of many other designs in quality plate.

Mark our words . . . Town BRIEF-CLIP by Anson is destined to break top sales records in leather goods this Fall and Christmas.

• • •

Anson is advertised in . . . LIFE . . . POST . . . COLLIER'S . . . TRUE . . . and ESQUIRE . . . plus Newspapers, Television and Radio. Ask your Anson Wholesale Distributor about the Sales program and completely different packaging and display plans for Fall and Christmas.

HOPALONG CASSIDY . . . Jewelry for Young America is made exclusively by Anson. The phenomenal sale of this famous name is unprecedented.

Anson

A COMPLETE LINE OF MEN'S JEWELRY & LEATHER ACCESSORIES WITH IDEAS

© Anson Incorporated, Providence, R. I.

A gift for the man who lives by his horoscope—gold-filled cuff links hand carved with signs of the zodiac. $12.50.* Briggs, 2339 Broadway.

*PLUS FEDERAL TAX

For after-dinner coffee—a set in sterling silver. The wooden-handled cream pitcher (about four inches high), $145; the sugar bowl, $95; and the small round tray, $75. George Jensen.

HANS HAMUTH

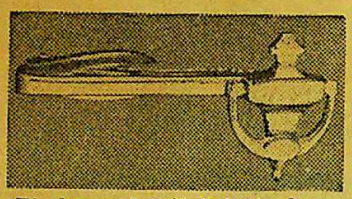
Harper's Bazaar, 12/50, p. 67

~~XD 17/7~~ XD2-422

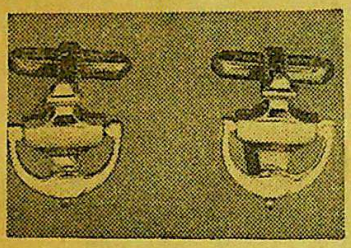
XD-II/97

WASHINGTON POST 3-8-51 P. 3C

XD 2/431



Tie bar and cuff links in door-knocker design, made with knockers that actually work



Jewelry Running to Crowns, Crests

MEN WHO ARE LOOKING for something *different* in jewelry won't have to look far this spring. Jewelry cases in the stores are filled with novelties and new ideas in both cuff links and tie bars. The favorites of past seasons, like the initialed links and tie slides and the simple, geometrical designs, are also on hand in good selections.

But the newest items are the most novel. Crowns and crests are a favorite jewelry design this spring, some being authentic reproductions of ancient coats-of-arms and coronets. These are usually made up in colorful enamel on gold colored metal bases, or the bases are enameled and the crests done in metal.

Another novelty item new this spring is the links and tie bar set with movable parts. These have doorknockers that actually knock, wagon wheels that turn, as well as several other designs.

The popularity of the narrow shaped necktie has brought forth a narrower tie slide.

There is a decided trend in cuff links toward the bigger shapes, in all-metal or enamel patterns. Colored stones are staple links, but their popularity is on the decline. Initialed cuff links, with matching tie bar, are perennial favorites with the more conservative dressers.

For the outdoor men, there are links and tie bars featuring genuine fishing lies set into plastic bases. These come in many colors. Also in the sportsman's motif are the links and tie bar sets of miniature tennis racquets, golf clubs, rowing oars, and so forth.

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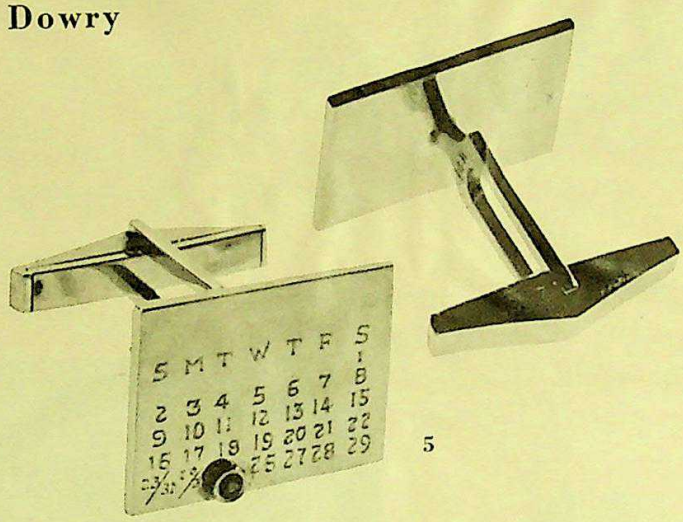
HARPERS BAZAAR 5-1952 P.65

XD2-422

Harper's Bazaar, May 1952

Bazaar...

the Dowry



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5. The bride gives the groom—
calendar cuff links
with a sapphire
or a ruby
to pinpoint the wedding
date. $55.
Marchal Jewelers,
719 Fifth Avenue.

NEW YORKER 5-17-52 P. 80

XD2-422 5-17-52

 ~~5/17/52~~ NEW YORKER

Will the right man get your business?

You plan to have a trusted employee, or perhaps your son, take over your business some day — the right man to carry out your policies. But what happens if you die unexpectedly? Will he have the money to buy the company and carry it through the emergency? Or, because of a settlement snarl, will customers and creditors become worried — cancel orders or press for payment?

You can be sure

The business can be continued the way you want it . . . provide immediate cash . . . protect your company's credit and the interests of business partners . . . arrange for surviving heirs to sell an interest at a pre-determined fair price. The answer is a properly implemented Business Purchase Agreement prepared by your lawyer.

Send for your copy of "The Importance of Business Purchase Agreements". Applies to all businesses — close corporations, partnerships, sole proprietorships. Gives the facts every businessman should know about purchase and sale agreements . . . explains the role of insurance in an agreement. Before it slips your mind, write on your business letterhead to ***National Life, 136 State Street, Montpelier, Vt. for your free copy.***

who were mainly responsible for its first success, and Flournoy Miller, Avon Long, Thelma Carpenter, Delores Martin, and Hamtree Harrington (a name in which I have very little confidence) gave their best to a production that I suspect is misguided, though I may easily be wrong. —WOLCOTT GIBBS

•

THE MYSTERIOUS EAST

[*Directions for building a model airplane bought in a shop in Yokohama*]

Assmble After Your Reading the Explanation

1. The Main Plane: Shave or Plane the main Plane with a knife or plane as shown in the longitudinal section of each plane, then polish it carefully with the sand-paper.
2. The Fin Rudder: Polish the fin rudder with the sand-paper also just as you do with the main plane as shown in the longitupinal section of each plane.
3. The Line of Mobile Place: Draw a line strongly with a nib of the steel-pen or a sharp pointed thing for the lines of mobile places of each plane, cutting grooves slightly with an edge of a blade then the grooves will be made gracefully and they will impress you favourably.
4. How to Bend the Main plane Backward (Counter Clockwise Angle): Give an incision to the center place where counter clockwise angle of the main plane is fixed, with the saw carefully not to saw it off. Then bend it warming over a slow fire or electric heat. After doing it, dry it up carefully not to get out of shape, cementing the cut end with adhessives.
5. The Way to Construct the Body: Shave after A, B and C, a drawing in section of body, and polish with the sand-paper. Should you paste drawing paper or similar one cut fine, the seats can be done truely to nature.
6. Fitting of Tail Plane: Insert the tail plane into the rear part of the body, so cut it into two and cement it with adhessives. Fix it with adhessives. only if it is put on the middle of the body and then set the fin rudder up.
7. Setting Up of the Main Plane: There are grooves in the body so that you can fix the main plane easily, so fit them up with adhessives. If any space is left where they are fixed, it will make an ill figure. Fill the space with glass putty, plaster, or lacquer putty, then the plane-joint assumes roundish and looks just like a real one.
8. The Propeller: Shave it carefully and make a good figure of it and insert it with adhessives by perforating the spinner. The legs of the wheels are

Curiously Refreshing

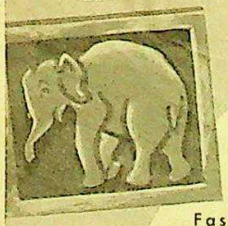
By Appointment Mineral Water Mfrs. Schweppes Ltd

Schweppes' world-famous tonic, the original for Gin 'n Tonic, has a hard-to-define but essential difference. Give your next Gin-and-Tonic that "difference"!

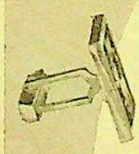
HEUBLEIN FOOD IMPORTING CO., INC.
730 FIFTH AVENUE NEW YORK

Cuff Links

to make your preference clear in this election year



Republican Elephant or Democratic Donkey in relief on these handsome cuff links and matching tie bar . . . Fashioned by hand in sterling silver or gold-plated sterling. Counter-sunk black background. Gift-packaged in a fine suede bag. Cuff Links, matching pair $10 postpaid, including tax.



Tie Bar to match, $10.

Send check or money order to:

NORTON DITTO CO.
Esperson Building Houston, Texas

RETURN TO DESIGN DIV.

LIFE MAGAZINE, 12-7-53, Pg 125, (top half)

102/422

Neogram
Swank's dramatic personalized jewelry. Also in tie chain, key chain, wallet and money klip. Set $6.00

Trio
A striking contrast in the popular pierced design that allows tie and shirt to "show." Set $5.00

Alligator
Genuine Alligator, deeply polished and superbly framed. The ideal accessories for town or country. Set $5.00

Geometrics
Exciting and different angles of approach to his best-dressed appearance. Also circular and square. Set $5.00

Sports
Gleaming genuine Mother-of-Pearl in authentically detailed ducks and rifle. Also in fish and rod. Set $6.00

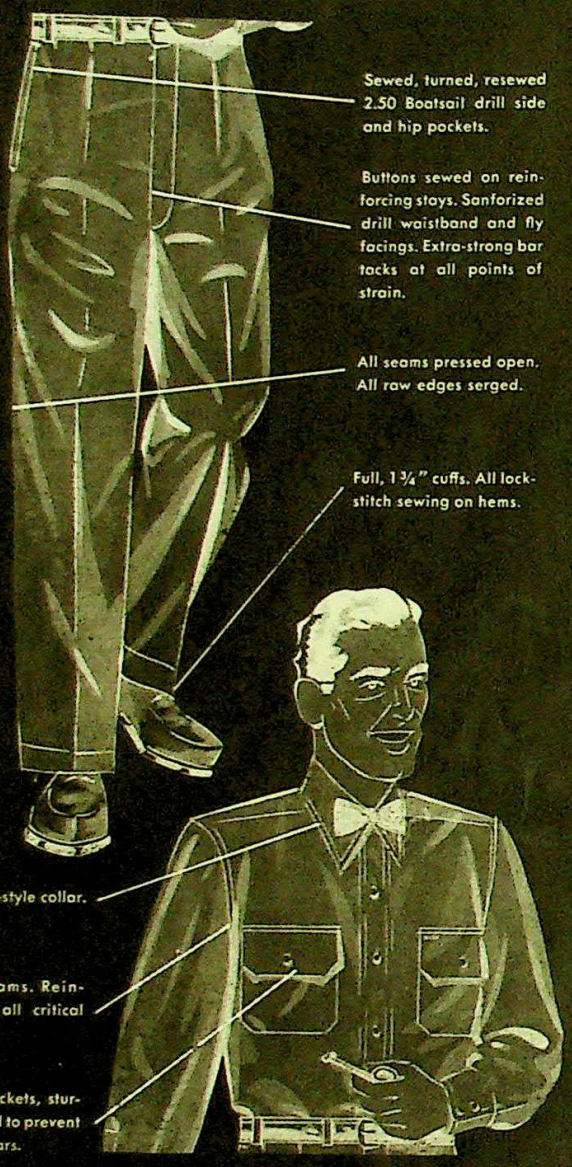
Tudor
Magnificent crests in carefully designed silver accents against deep black. Also available in Knight-at-Arms and Coat-of-Arms motifs. Set $6.00

Peerage
Simplicity in the modern manner... ideal for the simple tie and shirt patterns favored this year. Also in round and square chevron designs. Set $7.00

Monte Carlo Wallet
Versatile, handsome, all-purpose wallet, styled and designed in the Swank quality manner. Has handy, removable pass case. $3.50

a great combination

STURDEE and DanDee MATCHED SETS



SturDee and *DanDee* are two of America's fastest-selling lines of workwear. They're soaring in popularity because they give you and your customers exactly what you want—top quality garments, reasonably priced and marked to yield you a good profit. Offered in a complete range of matched sets and work trousers—all in fast-selling quality fabrics and all Sanforized for permanent fit. Climb aboard the Stahl-Urban bandwagon. Stock and feature popular *SturDee* and *DanDee* brands—then watch your workwear sales really climb. Write for low, profit-assuring prices—today!

STAHL-URBAN COMPANY
TERRE HAUTE, INDIANA • BROOKHAVEN, MISSISSIPPI

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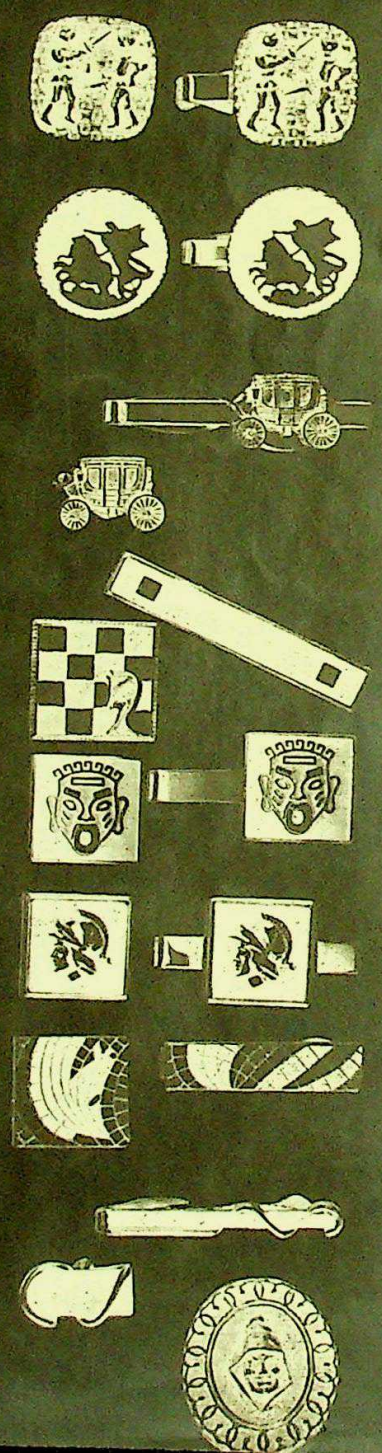
WORKWEAR

Cast of Merchandise

continued from page 101

Jewelry adds the finishing touch

Links provide the opportunity for an elegant finishing touch to the wardrobe. This can be done from a wide variety of sizes, colors and ideas. Important contributions, below, include heavy bas-relief, simulated Wedgewood, stagecoach silhouette, chessboard and African masks in two-color enamel, cameo-effect warrior; terrazzo treatment in enamel, bamboo poles and painted metal bas-relief.



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give SWANK ...a Christmas gift he will treasure!

Esquire December 1954 P 160

Select your Christmas gifts from this wide assortment of SWANK jewelry and leather, the perfect gifts for every man on your list...

$8.50	4. Amsterdam, set $6.00	7. Primitive, set $3.50	10. Abstract, set $5.00	All SWANK jewelry and leather is handsomely gift boxed. Prices subject to Fed. tax.
50	5. Sportrait, set $6.00	8. White Magic, set $5.00	11. Gladiator, set $3.50	
	6. Sir Gram, set $6.00	9. Viking, set $5.00	12. Chariot, set $2.50	

Men prefer SWANK

Both gift-boxed at no extra cost.

SANTA SAYS:

If you want to be right

...give SAMSONITE!

For Her: The versatile TRAIN CASE...$17.50*

Holds 52 feminine travel needs... perfect carry-on plane case. Big mirror in the top... removable plastic tray carries cosmetics, jewelry, etc. Better-than-leather finish wipes clean with damp cloth.

For Him: Brief-and-overnight V.I.P. CASE...$19.50*

Also serves as handy portable "desk." It's a perfect overnight bag... hinged, locked divider hides shirts, ties, toiletries and pajamas... neatly, compactly. Other side of case serves as a file for business papers.

Train Case also in Rawhide finish, Alligator finish, Admiral Blue, Saddle Tan, Bermuda Green.

• Great business gift, too. In Colorado Brown (above), Alligator finish, Rawhide finish and Saddle Tan. Of course other matching pieces can be added late

*All prices subject to existing taxes. Prices higher outside Conti

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Samsonite *flight-proven luggage*

BY THE MAKERS OF SAMSONITE CARD TABLES AND CHAIRS

Shwayder Bros., Inc., Luggage Division, Denver 9, Colorado • Folding Furniture Division, De

Anson dares to be different!

"ILLUSIONAIRE"® CUFF LINKS with NEW "TRIM-FIT"

They Float Magically on the Cuff!

Guarantees a Trim, Crisp Appearance!

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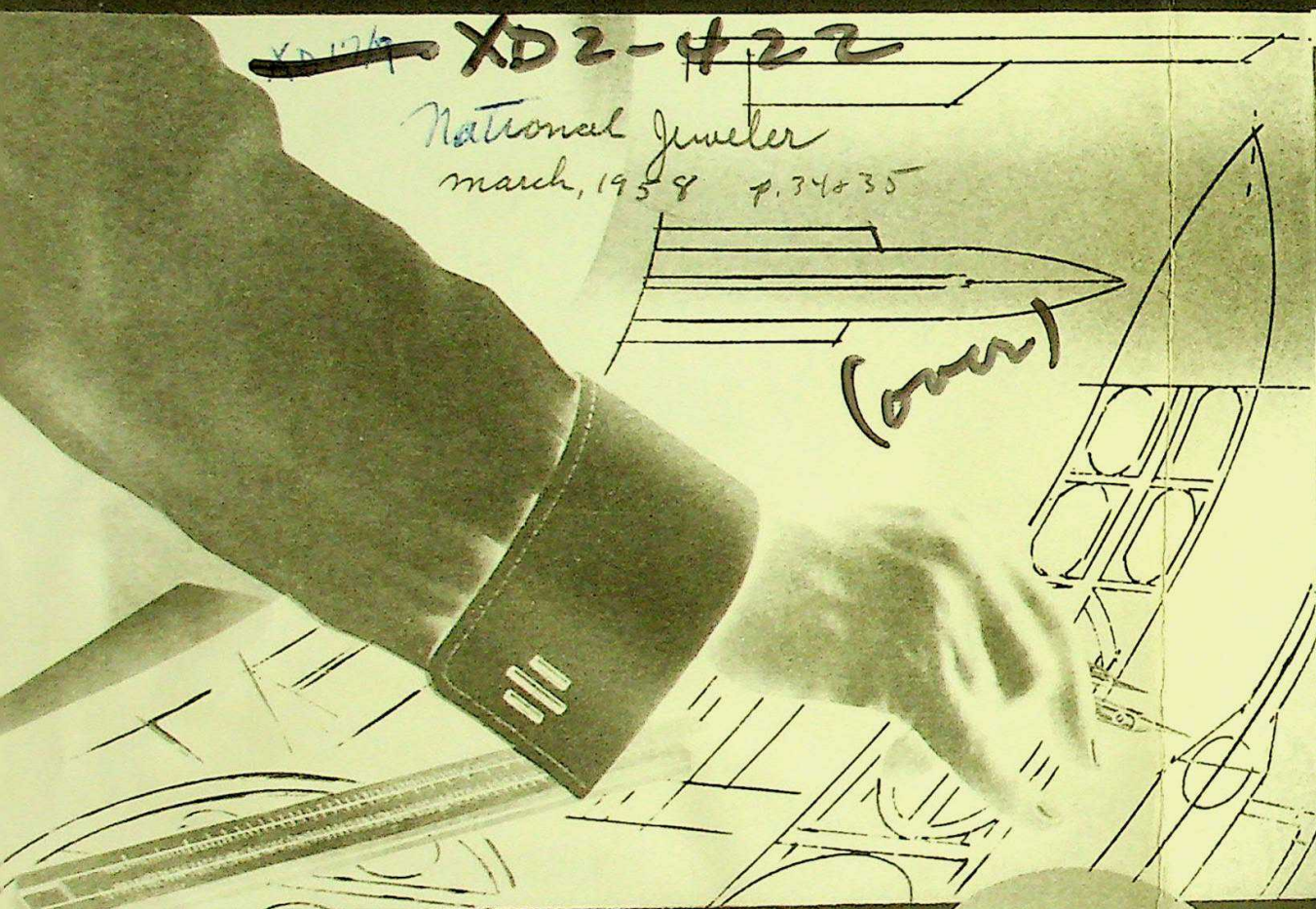
National Jeweler
march, 1958 p. 34+35



to Retail for $3.50 pr.

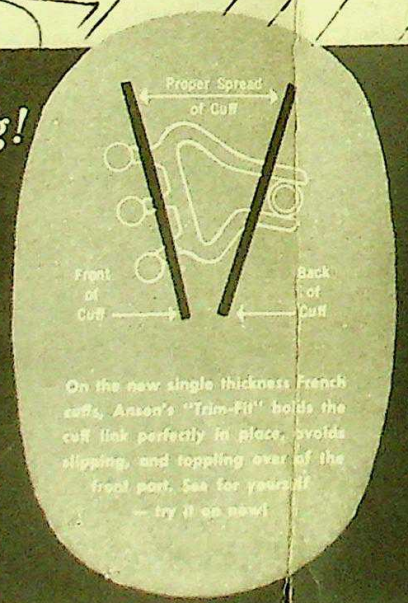
Order all these 3 *fast-moving* assortments—to Sell Big!

STONE DESIGNS	SPORTS MOTIFS	TAILORED DESIGNS
UNIT 608/58H	UNIT 610/58H	UNIT 609/58H
12 Asst. $3.50 Links	12 Asst. $3.50 Links (6 Gold Plate—6 Rhodium)	12 Asst. $3.50 Links (6 Gold Plate—6 Rhodium)
TOTAL RETAIL — $42.00	TOTAL RETAIL — $42.00	TOTAL RETAIL — $42.00

Greatest advance in cuff link engineering!

• *EVERYTHING* about "Illusionaire" Cuff Links and "TRIM-FIT" Engineering is new! And, *EVERYBODY* is looking for something new! Put these two facts to work for you and you'll profit a-plenty! Just do two things now. First, read the panel at the right – and think a bit. Then, get your distributor on the phone – tell him to hurry!

©TRADE MARK



On the new single thickness French cuffs, Anson's "Trim-Fit" holds the cuff link perfectly in place, avoids slipping, and toppling over of the front part. See for yourself — try it on now!

Tastefully packaged in a *new* "Illusionaire" gift case, slim and compact — made entirely of steel and covered in rich-looking black leatherette.

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NEW! thinking in "Illusionaire" design sparked by current, out-of-this-world "space-age" concepts.

NEW! "TRIM-FIT" engineering to insure perfect cuff alignment that gives that made-to-order look.

NEW! co-op ad plan that goes 50-50 with you in telling your people about these new "Illusionaire" Cuff Links so that they will come in to your store.

p. 34

p. 35